

Message Text

UNCLASSIFIED

PAGE 01 OTTAWA 00326 272300Z
ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 OTPE-00 EB-08 FCC-02 INR-07
NSAE-00 USIA-15 COME-00 BIB-01 PA-02 PRS-01 /049 W
-----280751Z 075825 /15

R 272226Z JAN 77
FM AMEMBASSY OTTAWA
TO SECSTATE WASHDC 2262
INFO AMCONSUL MONTREAL

UNCLAS OTTAWA 0326

POUCHED TO ALL OTHER CANADIAN CONSULATES

E.O. 11652: N/A
TAGS: ETEL, CA
SUBJECT: T.V. DELETION

REF: STATE 018065

FOLLOWING ARE EXCERPTS FROM TEXT OF CANADIAN PRESS ITEM
HEADLINED "CABLE LINK FURORE: U.S. HAILS HALT OF TELEVISION
AD BAN", PUBLISHED MONTREAL STAR JANUARY 27:

QUOTE. THE UNITED STATES WELCOMES CANADA'S DECISION TO
TEMPORARILY HALT FURTHER IMPLEMENTATION OF THE THORNY
COMMERCIAL DELETION POLICY.

A U.S. EMBASSY SPOKESMAN SAID YESTERDAY THAT THE HALT 'PROVIDES
A SATISFACTORY SOLUTION TO THE DELETION PROBLEM.' HE SAID
THE U.S. EXPECTS THE HALT TO CONTINUE FOR TWO OR THREE YEARS.
HOWEVER, A CANADIAN OFFICIAL HAS SAID THE HALT IS LIKELY TO
BE EFFECTIVE ONLY UNTIL 1978.

THE CANADIAN RADIO-TELEVISION AND TELECOMMUNICATIONS COMMISSION
LAST WEEK ANNOUNCED (OTTAWA 247) ACCEPTANCE OF THE CABINET
RECOMMENDATION NOT TO ORDER ANY MORE CABLE OPERATORS TO START
DELETING, IN A RANDOM MANNER, COMMERCIALS FROM U.S. TELEVISION
STATIONS DISTRIBUTED BY CABLE SYSTEMS ON THIS SIDE OF THE BORDER.

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THE POLICY CHANGE HAS ALSO BEEN WELCOMED BY THE CANADIAN
CABLE TELEVISION ASSOCIATION, WHICH REPRESENTS MOST CABLE
OPERATORS AND HAD BEEN LOBBYING THE GOVERNMENT FOR THE CHANGE.
'WE THINK IT'S GREAT,' SAID DON HOSKINS, CCTA PUBLIC RELATIONS
OFFICER.

HOWEVER, A SPOKESMAN FOR CANADIAN BROADCASTERS HAS SAID THE
CHANGE COULD COST BROADCASTERS DEARLY ALTHOUGH THERE IS NO

PANIC YET.

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ONE AIM OF THE POLICY CHANGE IS AN ATTEMPT BY CANADA TO 'MAKE ITS U.S. FRIENDS A LITTLE HAPPIER,' A COMMUNICATIONS DEPARTMENT OFFICIAL HAS SAID.

THE HALT IS TO CONTINUE UNTIL THE CRTC HAS STUDIED ALTERNATIVES TO COMMERCIAL DELETION AND THE IMPACT OF SIMULTANEOUS PROGRAM SUBSTITUTIONS, WHICH MEANS THAT CABLE OPERATORS USE CANADIAN-BOUGHT PROGRAMS WITH CANADIAN ADS WHEN THE SAME PROGRAM IS BROADCAST AT THE SAME TIME BY U.S. STATIONS.

UNQUOTE.

ENDERS

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TEXT, PRESS COMMENTS, TELEVISION BROADCASTING
Control Number: n/a
Copy: SINGLE
Sent Date: 27-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977OTTAWA00326
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Document Unique ID: 00
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Line Count: 74
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Message ID: 97be38d0-c288-dd11-92da-001cc4696bcc
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Review Date: 30-Sep-2004 12:00:00 am
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Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3485221
Secure: OPEN
Status: NATIVE
Subject: T.V. DELETION
TAGS: ETEL, SOPN, CA
To: STATE
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/97be38d0-c288-dd11-92da-001cc4696bcc
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